

Hammocks Beach State Park

Summary

Hammocks Beach State Park is located in the East District in Onslow County.

Hammocks Beach State Park Visitors

In 2004, there were 133,953 visitors to Hammocks Beach State Park. Of those, 27 percent (35,835) were from Onslow County (locals); 52 percent (69,109) were primary purpose, non-local visitors (visitors residing outside of Onslow County that are in the area for the primary purpose of visiting the park); and 22 percent (29,008) were casual use, non-local visitors (visitors residing outside of Onslow County that are in the area for reasons other than visiting the park) (Figure 27).

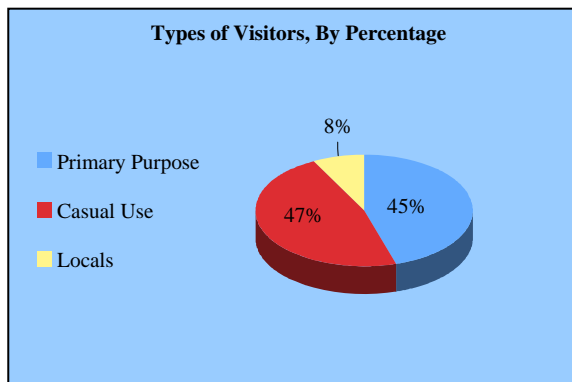


Figure 27. Hammocks Beach - Types of Visitors

Visitors typically enjoy swimming, picnicking and camping at the park (Figure 28).

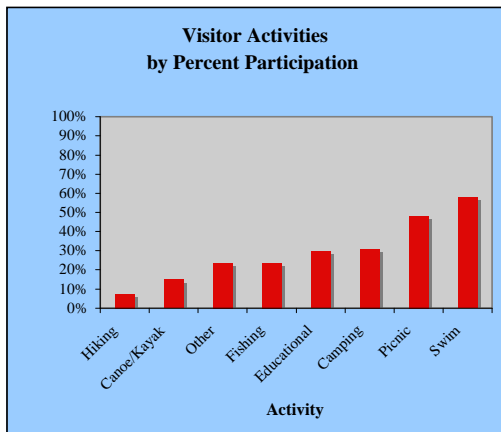


Figure 28 Hammocks Beach - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Onslow County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$1,587,542 while visiting the region. A bulk of that amount was spent on lodging, dining out, and auto expenses (Figure 29).

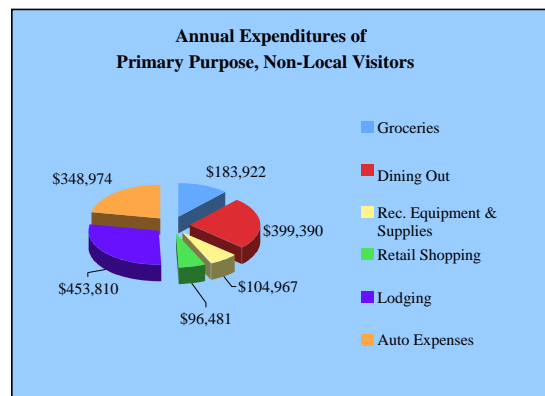


Figure 29. Hammocks Beach - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Hammocks Beach are especially important to the local economy. They bring and spend dollars from outside Onslow County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Hammocks Beach State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,937,450. Most of this impact occurred in the form of spending for lodging, dining out, and auto expenses (Figure 30).



Figure 30. Hammocks Beach - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$744,385 (Figure 31). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

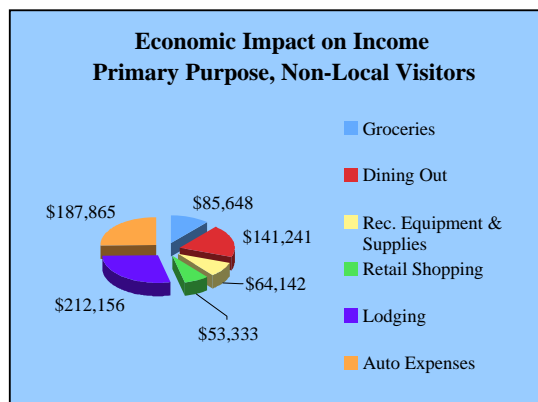


Figure 31. Hammocks Beach - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors

totaled an estimated 42.6 full-time equivalent jobs in Onslow County (Figure 32).

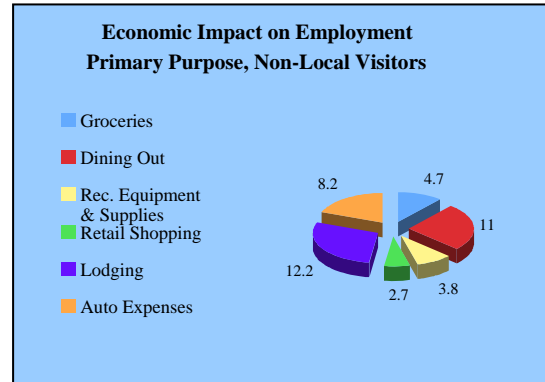


Figure 32. Hammocks Beach - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$588,239. Table 9 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 9. Hammocks Beach - Economic Impacts of Operating Budget and Overall Economic Impacts

Impact Category	State Operating Budget	Overall Impacts
Sales	\$735,386	\$2,672,836
Personal Income	\$531,070	\$1,275,456
Employment	15.3	57.9

How the State's Investment Benefits Onslow County

The state's operating budget for Hammocks Beach State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Hammocks Beach for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Hammocks Beach State Park, that ratio is 1:2.5. Therefore, local residents receive a benefit of \$2.50 for every dollar the state invests.